



1988 TOURISM OPERATORS' SURVEY
(AN ASSESSMENT OF TOURISM
PROGRAMS AND SERVICES)

Department of Tourism and Parks
Department of Regional Industrial Expansion
March, 1989

TABLE OF CONTENTS

	Page
Foreword	1
Highlights	2-8
 <u>I. Development Services</u>	
1. Would an accommodation grading system be beneficial to the industry?	
A. By region of response	9
B. By establishment	9
2. Why would a grading system be beneficial?	9
3. Why would a grading system not be beneficial?	10
4. Who do you feel should perform the inspections?	10
5. What organization should be responsible for assigning grades?	10
6. How should potential users be educated about a grading system?	11
7. Should operators receive government assistance to achieve higher grades?	
A. By region of response	11
B. By establishment	11
8. Why should operators receive government assistance to achieve higher grades?	12
9. Why should operators not receive government assistance to achieve higher grades?	12
10. Would the industry benefit from greater enforcement of inspections and standards?	
A. By region of response	12
B. By establishment	13
11. Why would the industry benefit from greater enforcement of inspections and standards?	13
12. Why would the industry not benefit from greater enforcement of inspections and standards?	13
13. Should government assist operators to develop or expand establishments?	
A. By region of response	13
B. By establishment	14
14. Why should government assist operators to develop or expand establishments?	14

	Page
15. Why should government not assist operators to develop or expand establishments?	14
16. What type of assistance should government provide for development?	15
17. Have you received assistance through the 'On-Island Promotion Program'?	
A. By region of response	15
B. By establishment	15
18. How can the 'On-Island Promotion Program' be improved?	16
19. Have you received assistance through the 'Off-Island Promotion' Program?	
A. By region of response	16
B. By establishment	16
20. How can the 'Off-Island Promotion Program' be improved?. . . .	16
21. Can you offer suggestions for improvement in festival and event programming?.	17
22. What type of seminars would you like the Department to present?	
A. Research and evaluation seminars?	17
B. Seasonal planning seminars?	17
C. Short and long-term planning seminars?	17
D. Leadership seminars?	18
E. Marketing and promotion seminars?.	18
F. Government programs and resources?	18
23. How may the Department assist individuals in the preparation of development proposals?	18
24. Do you feel it is important to have a regional development strategy?	19
25. Why is it important to have a regional development strategy?	19
26. Why is it not important to have a regional development strategy?	19
27. How may the Department assist regional development initiatives?	20
28. How may the Development Division provide a better service to regional tourism associations?	20

29. Would you or other management staff attend the following courses?

A. Accounting courses?	20
B. Courses on inventory control?	21
C. Quality control courses?	21
D. Taxation courses?	21
E. Financial management courses?	21
F. Marketing courses?	21
G. Sales training courses?	22
H. Advertising and promotion courses?	22
I. Personnel management courses?	22
J. Courses on improving employee performance?	22
K. Human relations courses?	22
L. Courses on purchasing computers?	23
M. Computer programming courses?	23
N. Word processing courses?	23

30. What would be the most convenient time of the year to attend a course? 23

II. Marketing Services

1. Is the scenic drive system effective in dispersing tourists throughout the Island?

A. By region of response	24
B. By establishment	24

2. Why do you feel the scenic drive system is not effective? . . 24

3. What suggestions can you offer for improving the scenic drive system? 25

4. What suggestions can you offer to disperse more tourists throughout the province? 25

5. What do you perceive to be the key attractions to the province? 26

6. What are the key attractions in your region?

A. West Prince?	26
B. Evangeline?	27
C. Summerside?	27
D. Kensington?	28
E. Cavendish?	28
F. South Shore?	29
G. Charlottetown?	29
H. Southeastern Kings?	29
I. Eastern Kings?	30

	Page
7. What aspects of our cultural or ethnic background can be marketed effectively?	30
8. How would you rate the marketing theme 'One of the World's Great Islands'?	31
9. What type of marketing seminars would you like to see offered?	32
10. What type of marketing assistance would you like to see offered?	32
11. How may the Department assist with the development of marketing plans?	32
12. What initiatives should the Department take in the marketing of P.E.I.?	33
13. What suggestions do you have for improving tourism publications?	33

III. Research Services

1. Have you ever used the services of the Research Section? . .	33
2. Why have you used the services of the Research Section? . . .	34
3. Why have you not used the services of the Research Section?	34
4. What type of information should be provided by the Research Section?	34
5. What suggestions can you offer for disseminating information to operators?	35
6. What suggestions do you have for research projects?	35

IV. Visitor Services

1. Is the visitor information centre located in your area strategically located?	35
2. Does the V.I.C. have adequate facilities?	36
3. Do you feel the travel counsellors are adequately trained? . .	36
4. Is the private literature distribution system beneficial? . .	36
5. How can the private literature distribution system be improved?	36

6. What additional comments would you like to make about visitor services? 37

V. Highway Information Signage

1. Did you participate in the Highway Information Signage System last year? 37
2. Do you feel signs are easier to read in P.E.I. than in other provinces? 38
3. What do tourists tell you about the information signage system? 38
4. What has been the primary impact of the signage information system on your business? 39
5. Do you feel changes are necessary in the signage system? . . 39
6. What suggestions can you offer for improvements in the signage system? 40
7. Should the government regulate the placement of private signs? 40
8. Why should government regulate the placement of private signs? 41
9. Why should government not regulate the placement of private signs? 41

VI. Provincial Park Services

1. Do you feel provincial government parks are important to our tourism industry? 41
2. Why do you feel provincial parks are important to our tourism industry? 42
3. Why do you feel provincial government parks are not important to our tourism industry? 42
4. Have you visited any of our provincial parks in the last year? 43
5. Have you recommended any provincial parks to non-resident visitors? 43
6. Is there adequate information provided to the general public about provincial parks? 43
7. How can the distribution of park information be enhanced? . . 44

8. How can the quality of service provided by provincial parks be improved?	45
9. What suggestions do you have for off-season activities in provincial parks?	46
10. How can provincial parks better serve the needs of operators?	47

VII. Goodness Gracious Program

1. Have you heard of the Goodness Gracious Program?	47
2. What was the purpose of the Goodness Gracious Program?	48
3. Did you participate in the Goodness Gracious Program?	
A. By region	48
B. By establishment.	48
4. Why did you participate in the Goodness Gracious Program?	49
5. Were you pleased with the quality of the Goodness Gracious Program?	
A. By region	49
B. By establishment	49
6. Why were you pleased with the quality of the program?	50
7. Why were you not pleased with the quality of the program?	50
8. Do you feel the Goodness Gracious course could be improved?	
A. By region	50
B. By establishment	50
9. How can the Goodness Gracious program be improved?	51
10. Would you like to participate in an advanced training program?	51
11. What type of advanced training do you feel should be offered? (By region of response)	
A. Train the Trainer?	51
B. Short-Order Cook Training?	51
C. Cooks' Training?	52
D. Chefs' Training?	52
E. Front Desk Training?	52
F. Chamber Maid Training?	52

	Page
G. Bar Training?	52
H. Wine Training?	53
I. Waiter/Waitress Training?	53
J. Food Manager Training?	53
K. Beverage Manager Training?	53
L. Food and Beverage Manager Training?	53

Appendix I - Methodology

DEPARTMENT OF TOURISM AND PARKS

1988 TOURISM OPERATORS SURVEY

Foreword

This report presents findings derived from a survey of 160 tourism operators in all regions of Prince Edward Island during the period May 1, 1988 - June 2, 1988.

This represents the first such comprehensive survey, the objective of which was to obtain opinions on tourism services and to provide a medium for suggested improvements.

This data is not restricted to specific users; however, it is hoped the information will be used by individuals familiar with the limitations of its application. Caution should be exercised in drawing definitive conclusions because of the small sample of responses to some questions. Yet, the survey should provide a useful gauge for measuring general perceptions toward tourism services as well as a good base of information for more indepth research. The data will be used within the Department for specific tourism planning/marketing purposes in addition to ongoing economic sectoral analysis.

The Department is indebted to those operators who completed the survey.

For additional information contact George Ferguson, Research Officer, at (902) 368-5504 or write:

The Department of Tourism and Parks
P.O. Box 2000
Charlottetown, P.E.I.
C1A 7N8

1988 TOURISM OPERATOR SURVEY

MAY 1 - JUNE 2, 1988

HIGHLIGHTS

I. General

Results from this survey indicate that there is a general level of satisfaction with the quality of tourism services offered by the Department of Tourism and Parks. However, tourism operators point out some areas in which the quality of service can be improved.

II. Development Services

Eighty-nine percent (89%) of respondents feel that an accommodation grading system would benefit the industry; 28% of these say the main reason such a program would be beneficial is because visitors will be assured of the quality in advance; and 18% state that grading will improve the quality of accommodations.

About 22% of respondents believe that the Department of Tourism and Parks should perform the inspections, while 13% feel that a government-sponsored agency would be preferable. Approximately 40% of those surveyed say that the Department of Tourism and Parks should be responsible for assigning grades, while 29% state that the Tourism Industry Association should perform this function.

Forty-four percent (44%) say the best way to educate potential users about a grading system would be through the Visitors Guide; 14% recommend using a star-rating system in off-Island brochures.

Approximately 57% emphasize that they should receive financial assistance in order to achieve higher grades under a provincial grading system.

Close to 80% of those interviewed suggest that the tourism industry would benefit from greater enforcement of inspections and standards. Sixty-two percent (62%) feel that government should assist operators to develop or expand establishments. Of these, 24% would like to see grants for development; 20% recommend upgrading assistance; 14%, training assistance; 18%, interest buydown, and 11% propose loan guarantees as a form of assistance.

Almost 32% of the total operators surveyed received assistance through the On-Island Promotions Program. Of the 29 who recommend improvements to the program, 31% suggest providing information at regional meetings; 21%, making more funds available; 14%, sending information directly to operators; and 10%, extending the program for two or three years.

Thirty-two percent (32%) of those surveyed had obtained assistance through the Off-Island Promotion Program as well. Of the 23 operators who recommend improvements to the program, 17.4% suggest more media advertising, while 13% propose sending more information directly to operators.

Some suggestions were made for improvements to festivals and events programming: 14% recommend involving more people in the community; 13%, providing more advertising for festivals and events; and 8%, hosting some festivals in the shoulder periods.

The following list outlines the percentage of respondents that would like to see various seminars organized by the Department of Tourism and Parks:

<u>Seminars</u>	<u>%</u>
1) Research and Evaluation	34
2) Seasonal Planning	53
3) Short and long-term Planning	46
4) Leadership	30
5) Marketing and Promotions	68
6) Government Programs and Resources	47

Operators made some suggestions as to how they might assist individuals in the preparation of tourism development proposals: 10% suggest holding workshops at regional meetings; another 10% recommend evaluating proposals based on worth, not presentation; and 8% propose making tourism resource people available.

Approximately 85% feel it is important to have a regional development strategy. Of these, 10% emphasize that it is important to have such a plan because combined regional development will benefit the entire Island; 10% believe development will be planned and orderly; and 8% say that a strategy will give each region its own focus on development.

A total of 62 operators suggest ways in which the Department can assist regional development initiatives: almost 10% recommend providing funds for regional planning; 8% believe that professional planners should be assigned to each region; and 7% propose that tourism offices should be established at regional centers.

Operators were asked to elaborate on ways in which the Development Branch of the Department of Tourism and Parks might provide a better service to regional tourism associations: 10% feel that regular meetings should be held with associations to explore new ideas; 7% suggest that a video should be made about each region; another 7% propose that tourism personnel update members at association meetings; and yet another 7% believe that a newsletter should be produced.

The following list represents the percentage of respondents who would attend the following courses:

<u>Course</u>	<u>%</u>
1) Accounting	39
2) Inventory Control	33
3) Quality Control	89
4) Taxation	33
5) Financial Management	46
6) Marketing	53
7) Sales Training	32
8) Advertising and Promotions	64
9) Personnel/ Management	41
10) Improving Employee Performance	46
11) Human Relations	44
12) Purchasing Computers	24
13) Computer Programming	23
14) Word Processing	16

Sixty-five (65%) indicate that winter is the best time of the year to attend a course; 21% say the fall; and 12% suggest the spring.

III. Marketing Services

Seventy-nine percent (79%) of those interviewed believe that the scenic drive system is effective in dispersing tourists throughout the Island. Operators made a number of recommendations for improving this system: 30% feel that the roads should be improved; 11%, that scenic drive signs should be improved; and 10% suggest that more highway directional signs should be provided.

Twenty-two percent (22%) of respondents perceive P.E.I. beaches as one of the key attractions to the Island; 15% suggest scenic areas; 11%, Green Gables House; and 7%, the Confederation Theatre.

Approximately 27% of those surveyed state that Scottish heritage is one aspect of our cultural or ethnic background that can be marketed effectively; 18% suggest Acadian culture; 10%, Micmac culture; 7%, Irish heritage; and 6%, P.E.I. traditional music.

Fifty percent (50%) of respondents rate the marketing theme 'One of the World's Great Islands' very favourably; 33%, evaluate it as fair to good; and 17% feel it is not very good.

Twelve percent (12%) of respondents would like to see advertising seminars offered; 8% recommend the preparation of a marketing plan.

Twenty-nine percent (29%) of those surveyed propose advertising assistance as the type of marketing support they would like to see provided; 15% favor government grants for marketing.

A number of suggestions were made by operators as to how the Department of Tourism and Parks could assist with the development of marketing plans: 18% believe that the Department should offer professional advice; 16%, that it ought to provide funds; 13%, that it conduct marketing seminars; and 8% feel that the Department must work closely with regional associations.

IV. Research Services

Only 10% of those interviewed had ever used the service of the Research Section. Seventy-one percent (71%) state that their main reason for not having used it was that they did not know it existed; 29% say there is no need for a research section.

Nineteen percent (19%) of those surveyed believe the Research Section should offer information which focuses on the main interests visitors have in P.E.I. Another 19% suggest data on expected tourism trends; 15%, statistics on visitors' travel to P.E.I.; and 7% believe a newsletter would be useful. Sixteen (16) or 46% of respondents indicate that regular news bulletins would be useful for disseminating information to operators; 14% suggest producing an annual brochure highlighting research information; and 11% believe that research personnel should attend regional tourism meetings.

V. Visitor Services

Eighty-five percent (85%) of respondents state that the Visitor Information Centres (V.I.C.'s) located in their areas are strategically located. Also, 87% say the V.I.C.'s have adequate facilities. Close to 72% feel that travel counsellors are adequately trained. Eighty-six percent (86%) maintain that the private literature distribution system is beneficial.

Additional comments made by respondents include:

- 1) Counsellors should be more informed about occupancy dates.
- 2) Visitor service centres should remain open longer.
- 3) Too many people are directed to Cavendish.

VI. Highway Information Signage

Close to 68% of those interviewed participated in the Highway Information Signage System (H.I.S.S.) in 1988. Thirty-four percent (34%) believe that signs are easier to read in Prince Edward Island than in other provinces; 24% are neutral on this subject; while 23% disagree with it.

When operators were asked what tourists tell them about the signage system, 16% say that their visitors indicate the signage system is very effective; 13% state they are informed that signs are difficult to locate; 10% are told signs are too small; and 8% of the total operators surveyed say their visitors emphasize a need for more signs.

Thirty-two percent (32%) of respondents maintain that the primary impact of H.I.S.S. on their business is that it is effective in directing tourists to their establishments; 31% say business has increased slightly; 19% state that the system saves them money in signage costs; and 7% believe the program had no impact.

Overall, 55% of operators feel that changes are necessary in the signage system. 23% suggest there should be more signs for each establishment; 16% recommend bigger signs; 9% believe signs should be less expensive; 6% say there should be universal symbols for gas, food, etc; and 5% propose that signs should be made more decorative and the background color should be changed. Sixty-two percent (62%) of the total number of operators interviewed suggest that government should regulate the placement of private signs.

When asked why, 70% say to prevent signage pollution; 10%, so that proper standards are set; 6%, in order for it to be fairer to smaller operators; and 5%, in order to avoid large neon signs and billboards.

VII. Provincial Park Services

Ninety-seven percent (97%) of respondents feel that provincial government parks are important to the tourism industry. Of these, 14% believe provincial parks are important because they provide a source of escape and relaxation; 13% maintain that the parks attract additional tourists; 11% emphasize that Islanders and tourists can enjoy the parks without cost; while 9% say that many vacationers like the outdoor environment. Other favourable comments about provincial parks include:

- 1) Many tourists look for and expect provincial parks.
- 2) Provincial parks are family orientated.
- 3) They are excellent for overnight camping.

Only 63% of operators believe that there is adequate information provided to the general public about provincial parks. Respondents suggest that the distribution of park information could be enhanced if brochures were produced on provincial parks; if there was more advertising; if local people were educated about park areas; and if there was a section in the Visitors Guide promoting provincial parks.

Almost 17% of respondents feel that the quality of service in provincial parks could be improved if they opened earlier and closed later; 6% say they should provide cleaner washrooms; another 6% suggest they reduce the noise levels at night; 1% recommend that food services be provided in parks; and another 4% believe the qualifications of clerks should be improved.

A number of suggestions were made for off-season activities in provincial parks: 39% recommend that cross-country skiing be offered; 16% would like to see guided nature walks; while 9% propose hiking activities.

As well, these operators believe there are a number of ways in which provincial parks can better serve the needs of the industry: 21% say that more information should be provided in the parks; 15% suggest that a provincial parks brochure be developed; 9% recommend that parks personnel inform tourism establishment owners in the vicinity of park operation hours; and 6% maintain that notice boards should be provided for local information.

VIII. Goodness Gracious Program

Only 47 operators or 36% of the respondents were aware of the 'Goodness Gracious Program'. Thirty-two (32) of these had participated in the program. Of this number, approximately 37% took part because they desired advice on how to better serve customers; 21% believe the program is beneficial to staff and business; while 11% are interested in upgrading skills.

Almost 91% of the total respondents are pleased with the quality of 'Goodness Gracious'. Of this group, 27% emphasize that it was well presented; 17% say the program staff were professional and helpful; and 13% feel the course made staff aware of the importance of visitor satisfaction.

Close to 70% of respondents suggest that the 'Goodness Gracious Program' could be improved. Some believe that program staff require more training; others, that the course should be longer; some say that the course was too general; while others recommend changing the course to meet regional needs. Approximately 44% state they would like to participate in an advanced training program. The list below represents the percentage of respondents that would like to see advanced training courses offered to the tourism industry:

<u>Courses</u>	<u>%</u>
1) Train the Trainer	38
2) Short-Order Cook	34
3) Cooks' Training	35
4) Chefs' Training	23
5) Front Desk Training	38
6) Chamber Maid Training	30
7) Bar Training	23
8) Wine Training	27
9) Waiter/Waitress Training	38
10) Food Manager Training	35
11) Beverage Manager Training	25
12) Food and Beverage Manager Training	28

I. DEVELOPMENT SERVICES

1. WOULD AN ACCOMMODATION GRADING SYSTEM BE BENEFICIAL TO THE INDUSTRY?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	16	4	10	10	8	5	6	40	16	115	89
2) NO	2	0	1	3	0	1	1	4	2	14	11
TOTAL	18	4	11	13	8	6	7	44	18	129	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	16	12	11	1	5	7	25	16	18	111	89
2) NO	6	1	1	0	0	0	1	3	2	14	11
TOTAL	22	13	12	1	5	7	26	19	20	125	100

2. WHY WOULD A GRADING SYSTEM BE BENEFICIAL?

RESPONSE

	#	%
1) VISITORS WILL BE ASSURED OF QUALITY IN ADVANCE	30	28.0
2) GRADING WILL IMPROVE THE QUALITY OF ACCOMMODATIONS	19	17.8
3) WILL PROVIDE A USEFUL GUIDELINE FOR VISITORS	7	6.5
4) VISITORS WILL BE MORE SATISFIED WITH QUALITY & PRICE	6	5.6
5) MOST PLACES HAVE ACCOMMODATION STANDARDS	5	4.7
6) TOURISTS EXPECT ACCOMMODATION STANDARDS	5	4.7
7) ALL TOURIST FACILITIES SHOULD HAVE STANDARDS	5	4.7
8) OTHER	30	28.0
TOTAL	107	100.0

3. WHY WOULD A GRADING SYSTEM NOT BE BENEFICIAL?
RESPONSE

	#	%
1) GRADING OF ACCOMMODATIONS IS UNNECESSARY	3	33.3
2) WILL PUT CONTROL OF TOURISM IN THE HANDS OF A FEW	2	22.2
3) WOULD PRODUCE MORE FREQUENT INSPECTIONS	1	11.1
4) WOULD NOT BE FAIR TO SMALLER MOTELS	1	11.1
5) TOO DIFFICULT TO SET UP AND ENFORCE	1	11.1
6) TOO MANY VARIABLES INVOLVED IN GRADING	1	11.1
TOTAL	9	100.0

TOTAL

4. WHO DO YOU FEEL SHOULD PERFORM THE INSPECTIONS?
RESPONSE

	#	%
1) DEPARTMENT OF TOURISM & PARKS	23	21.7
2) GOVERNMENT SPONSERED AGENCY	14	13.2
3) TRAINED P.E.I. GOVERNMENT PERSONNEL	7	6.6
4) INDIVIDUAL OUTSIDE TOURISM	6	5.7
5) OUT OF PROVINCE INDIVIDUAL FIRM OR MICHELIN	6	5.7
6) A COMMITTEE OF OPERATORS	5	4.7
7) PRIVATE P.E.I. CONSULTANT FIRM	5	4.7
8) P.E.I. GOVERNMENT HEALTH INSPECTORS	5	4.7
9) DEPT. OF TOURISM & DEPT. OF HEALTH	5	4.7
10) OTHER	30	28.3
TOTAL	106	100.0

TOTAL

5. WHAT ORGANIZATION SHOULD BE RESPONSIBLE FOR ASSIGNING GRADES?
RESPONSE

	#	%
1) DEPARTMENT OF TOURISM & PARKS	40	40.0
2) TOURISM INDUSTRY ASSOCIATION OF P.E.I.	29	29.0
3) P.E.I. GOVERNMENT AGENCY	4	4.0
4) COMMITTEE OF TOURISM OPERATORS	3	3.0
5) DEPARTMENT OF HEALTH	3	3.0
6) LOCAL TOURISM ASSOCIATIONS	3	3.0
7) OTHER	18	18.0
TOTAL	100	100.0

TOTAL

6. HOW SHOULD POTENTIAL USERS BE EDUCATED ABOUT A GRADING SYSTEM?

RESPONSE	#	%
1) VISITORS GUIDE		
2) STAR RATING SYSTEM IN OFF-ISLAND BROCHURES	67	44.4
3) GOVERNMENT BROCHURES & PAMPHLETS	21	13.9
4) THROUGH VISITOR INFORMATION CENTRES	14	9.3
5) IN CAA & AAA PUBLICATIONS	13	8.6
6) IN ALL TOURISM ADVERTISING	8	5.3
7) STAR RATING SYSTEM IN VISITORS GUIDE	6	4.0
8) NEWSPAPERS	3	2.0
9) SYMBOLS ON HIGHWAY INFORMATION SIGNS	3	2.0
10) RADIO & T.V. ADVERTISING	3	2.0
11) OTHER	10	6.6
TOTAL	151	100.0

7. SHOULD OPERATORS RECEIVE GOVERNMENT ASSISTANCE TO ACHIEVE HIGHER GRADES?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	10	3	4	4	3	5	5	21	10	65	57
2) NO	6	1	3	6	5	1	2	20	5	49	43
TOTAL	16	4	7	10	8	6	7	41	15	114	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/RESORTS	CABIN/COTTAGES	TOURIST HOMES	INN/LODGE	CAMP-GROUND	ATTRACT-IONS	RESTAUR-ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	14	6	6	1	2	4	13	6	10	62	56
2) NO	2	7	5	1	2	2	11	11	7	48	44
TOTAL	16	13	11	2	4	6	24	17	17	110	100

8. WHY SHOULD OPERATORS RECEIVE GOVERNMENT ASSISTANCE TO ACHIEVE HIGHER GRADES?

RESPONSE	#	%
1) MANY CANT AFFORD TO UPGRADE ON THEIR OWN	15	28.8
2) HIGHER QUALITY ESTABLISHMENTS WILL IMPROVE BUSINESS	3	5.8
3) WILL INCREASE THE RATE OF P.E.I. DEVELOPMENT	3	5.8
4) GIVES OPERATORS INITIATIVE TO UPGRADE	3	5.8
5) OTHER	28	53.8
TOTAL	52	100.0

9. WHY SHOULD OPERATORS NOT RECEIVE GOVERNMENT ASSISTANCE TO ACHIEVE HIGHER GRADES?

RESPONSE	#	%
1) THE ESTABLISHMENTS SHOULD DO THIS THEMSELVES	22	62.9
2) THEY SHOULD UPGRADE OR TOURISTS WILL SPEND ELSEWHERE	2	5.7
3) ONLY IF MONEY IS DISTRIBUTED FAIRLY TO ALL	2	5.7
4) OPERATORS GET TOO MUCH FROM GOVERNMENT NOW	1	2.9
5) THEY WILL DEMAND HIGHER RATES	1	2.9
6) PRIVATE ENTERPRISE SHOULD SUPPLY MONEY	1	2.9
7) GOVERNMENT MONEY DISCOURAGES PRIVATE INITIATIVE	1	2.9
8) TOO MUCH MONEY WASTED IN THIS AREA	1	2.9
9) FORGIVABLE LOANS ONLY	1	2.9
10) COST SHOULD BE BORNE BY OPERATORS AS WELL	1	2.9
11) GOVERNMENT DOESNT HAVE ENOUGH MONEY FOR ALL OPERATORS	1	2.9
12) MAKE FUNDS AVAILABLE TO SMALL OPERATORS	1	2.9
TOTAL	35	100.0

10. WOULD THE INDUSTRY BENEFIT FROM GREATER ENFORCEMENT OF INSPECTIONS & STANDARDS?

A) BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	13	2	9	8	6	4	5	34	15	96	80
2) NO	4	1	1	2	0	2	2	8	4	24	20
TOTAL	17	3	10	10	6	6	7	42	19	120	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	15	10	11	-	3	4	21	14	14	92	79
2) NO	5	3	2	-	0	0	4	5	5	24	21
TOTAL	20	13	13	-	3	4	25	19	19	116	100

11. WHY WOULD THE INDUSTRY BENEFIT FROM GREATER ENFORCEMENT OF INSPECTIONS & STANDARDS?

RESPONSE	#	%
1) THERE ARE COMPLAINTS OF ACCOMMODATIONS NOT MEETING STANDARDS	9	12.5
2) IT WOULD ENSURE ESTABLISHMENTS ARE IN GOOD REPAIR	7	9.7
3) COULD CHANGE THE PERSONALITY OF MANY ESTABLISHMENTS	6	8.3
4) IMPROVED STANDARDS WILL LEAD TO REPEAT VISITORS	4	5.6
5) OTHER	46	63.9
TOTAL	72	100.0

12. WHY WOULD THE INDUSTRY NOT BENEFIT FROM GREATER ENFORCEMENT OF INSPECTIONS & STANDARDS?

RESPONSE	#	%
1) GOOD STANDARD ENFORCEMENT AT PRESENT	9	50.0
2) THERE IS TOO MUCH GOVERNMENT INVOLVEMENT	2	11.1
3) SMALLER OPERATORS ARE NOT OPEN LONG ENOUGH TO UPGRADE	2	11.1
4) OTHER	5	27.8
TOTAL	18	100.0

13. SHOULD GOVERNMENT ASSIST OPERATORS TO DEVELOP OR EXPAND ESTABLISHMENTS?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG- ELINE	S'SIDE	KENSING- TON	CAVEN- DISH	SOUTH SHORE	CHARLOT- TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	11	4	6	5	6	5	4	26	13	80	62
2) NO	5	0	5	7	2	1	3	20	6	49	38
TOTAL	16	4	11	12	8	6	7	46	19	129	100

B) BY ESTABLISHMENT											
RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- ' GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRY'FAST	TOTAL	%
1) YES	18	10	8	1	3	4	14	10	10	78	62
2) NO	<u>5</u>	<u>4</u>	4	1	1	2	<u>11</u>	<u>9</u>	<u>10</u>	<u>47</u>	<u>38</u>
TOTAL	23	14	12	2	4	6	25	19	20	125	100

RESPONSE

RESPONSE	#	%
1) BECAUSE THERE IS A LACK OF TRAINING AND FUNDS	7	11.5
2) SMALLER OPERATORS CAN'T AFFORD TO UPGRADE	7	11.5
3) WHERE THERE IS NEED, GOVERNMENT SHOULD ASSIST	7	11.5
4) SHOULD PROVIDE INTEREST-FREE LOANS TO OPERATORS	5	8.2
5) IMPROVES BASIC STANDARD OF ACCOMMODATION	5	8.2
6) ASSISTANCE IS NEEDED IN LESS DEVELOPED AREAS	4	6.6
7) ASSIST THOSE WHO PROVIDE SUPERIOR ESTABLISHMENTS	4	6.6
8) IF GOVERNMENT WANTS MORE TOURISTS, THEY SHOULD ASSIST	4	6.6
9) OTHER	18	29.5
TOTAL	61	100.0

RESPONSE

RESPONSE	#	%
1) PRIVATE ENTERPRISE DOING WELL WITHOUT ASSISTANCE	14	43.7
2) OPERATORS SHOULD PROVIDE OWN FUNDS FOR EXPANSION	4	12.5
3) GOVERNMENT SHOULD CUT BACK SPENDING IN ALL AREAS	4	12.5
4) PEOPLE WILL DEPEND ON GOVERNMENT TOO MUCH	3	9.4
5) GOVERNMENT ASSISTANCE IS NOT NECESSARY	3	9.4
6) OTHER	4	12.5
TOTAL	32	100.0

16. WHAT TYPE OF ASSISTANCE SHOULD GOVERNMENT PROVIDE FOR DEVELOPMENT?

RESPONSE	#	%
1) GRANTS FOR DEVELOPMENT	42	24.4
2) UPGRADE ASSISTANCE	34	19.8
3) TRAINING ASSISTANCE	33	19.2
4) INTEREST BUYDOWN	31	18.0
5) LOAN GUARANTEES	19	11.0
6) ASSISTANCE FOR ON-PREMISE ADVERTISING	4	2.3
7) PROMOTIONAL ASSISTANCE, BROCHURES, ETC.	4	2.3
8) GOOD SOURCE OF REFERENCE MATERIAL	2	1.2
9) LOW-INTEREST LOANS	2	1.2
10) INTEREST-FREE LOANS	1	0.6
TOTAL	172	100.0

17. HAVE YOU RECEIVED ASSISTANCE THROUGH THE ON-ISLAND PROMOTION PROGRAM?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG- ELINE	S'SIDE	KENSING- TON	CAVEN- DISH	SOUTH SHORE	CHARLOT- TETOWN	SOUTHE KINGS	EASTERN KINGS	TOTAL	%
1) YES	4	2	2	3	5	0	1	18	4	39	32
2) NO	11	2	7	10	0	0	0	26	16	84	68
TOTAL	15	4	9	13	5	6	7	44	20	123	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BR'KFST	TOTAL	%
1) YES	7	4	3	0	1	4	6	7	6	38	32
2) NO	13	0	7	1	4	1	10	13	14	81	68
TOTAL	20	13	10	1	5	5	25	20	20	119	100

18. HOW CAN THE ON-ISLAND PROMOTIONAL PROGRAM BE IMPROVED?

RESPONSE	#	%
1) PROVIDE INFORMATION AT REGIONAL MEETINGS	9	31.0
2) MAKE MORE FUNDS AVAILABLE	6	20.7
3) INFORMATION SHOULD BE SENT DIRECTLY TO OPERATORS	4	13.8
4) EXTEND THE PROGRAM FOR TWO OR THREE YEARS	3	10.3
5) PROVIDE PERSONNEL TO ASSIST WITH BROCHURE DEVELOPMENT	2	6.9
6) OTHER	5	17.2
TOTAL	29	100.0

19. HAVE YOU RECEIVED ASSISTANCE THROUGH THE OFF-ISLAND ASSISTANCE PROGRAM?

A) BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	3	2	2	3	5	0	3	18	4	40	32
2) NO	13	2	8	10	2	8	4	28	16	87	68
TOTAL	16	4	8	13	7	6	7	46	20	127	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRYKFAST	TOTAL	%
1) YES	7	3	5	2	1	3	2	7	6	36	29
2) NO	14	10	8	0	4	2	22	13	14	87	71
TOTAL	21	13	13	2	5	5	24	20	20	123	100

20. HOW CAN THE OFF-ISLAND PROMOTIONAL PROGRAM BE IMPROVED?

RESPONSE	#	%
1) MORE MEDIA ADVERTISING	4	17.4
2) SEND INFORMATION DIRECTLY TO OPERATORS	3	13.0
3) OPERATORS BE REQUIRED TO INCREASE THEIR SHARE BY 25%	2	8.7
4) ELIMINATE THE 'INCREMENT' FACTOR	2	8.7
5) MAKE PROGRAM MORE ACCESSIBLE TO SMALLER OPERATORS	2	8.7
6) MORE OFF-ISLAND RESTAURANT ADVERTISING	2	8.7
7) INTRODUCE JAPANESE TRANSLATION INTO PROMOTIONS	2	8.7
8) OTHER	6	26.1
TOTAL	23	100.0

21. CAN YOU OFFER SUGGESTIONS FOR IMPROVEMENT IN FESTIVAL & EVENT PROGRAMMING?

RESPONSE	#	%
1) INVOLVE MORE PEOPLE IN THE COMMUNITY	11	13.8
2) MORE ADVERTISING FOR FESTIVALS & EVENTS	10	12.5
3) HOST SOME FESTIVALS IN THE EARLY & LATE SEASON	6	7.5
4) SHOULD BE MORE FESTIVALS & EVENTS	5	6.2
5) A REGION SHOULD HOST ONLY ONE FESTIVAL AT A TIME	5	6.2
6) PLAN EARLY	4	5.0
7) HOST A FESTIVAL WITH THE 'ANNE' THEME	4	5.0
8) HAVE A MAJOR FALL EVENT TO ATTRACT VISITORS	4	5.0
9) MORE ENTERTAINMENT & MUSICIANS	4	5.0
10) OTHER	27	33.7
TOTAL	80	100.0

22. WHAT TYPE OF SEMINARS WOULD YOU LIKE THE DEPARTMENT TO PRESENT?

A) RESEARCH & EVALUATION SEMINARS?											
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	6	2	7	2	7	1	3	13	2	43	34
2) NO	12	1	4	10	1	5	3	28	18	82	66
TOTAL	18	3	11	12	8	6	6	41	20	125	100

B) SEASONAL PLANNING SEMINARS?

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	9	1	8	4	4	2	4	22	12	66	53
2) NO	9	2	3	8	4	4	2	19	8	59	47
TOTAL	18	3	11	12	8	6	6	41	20	125	100

C) SHORT & LONG-TERM PLANNING SEMINARS?

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	7	2	7	4	8	1	3	14	12	58	46
2) NO	11	2	4	8	0	5	3	27	8	68	54
TOTAL	18	4	11	12	8	6	6	41	20	126	100

D) LEADERSHIP SEMINARS?

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	6	2	3	3	2	0	1	13	8	38	30
2) NO	12	2	8	9	6	6	5	28	12	88	70
TOTAL	18	4	11	12	8	6	6	41	20	126	100

E) MARKETING & PROMOTION SEMINARS?

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	15	3	10	5	7	5	3	26	12	86	68
2) NO	3	1	1	7	1	1	3	15	8	40	32
TOTAL	18	4	11	12	8	6	6	41	20	126	100

F) GOVERNMENT PROGRAMS & RESOURCES SEMINARS?

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	9	1	9	2	6	2	5	14	11	59	47
2) NO	9	3	2	10	2	4	1	26	9	66	53
TOTAL	18	4	11	12	8	6	6	40	20	125	100

23. HOW MAY THE DEPARTMENT ASSIST INDIVIDUALS WITH THE PREPARATION OF DEVELOPMENT PROPOSALS?
RESPONSE

	#	%
1) HOLD WORKSHOPS AT REGIONAL MEETINGS	6	9.8
2) ACCEPT PROPOSALS BASED ON WORTH, NOT PROFESSIONAL PRESENTATIONS	6	9.8
3) MAKE TOURISM RESOURCE PEOPLE AVAILABLE	5	8.2
4) EXPERTS REVIEW PROPOSALS	3	4.9
5) FINANCE FEASIBILITY STUDIES	3	4.9
6) HELP WITH FINANCIAL PLANNING	3	4.9
7) PROVIDE ADVERTISING & PROMOTIONAL ASSISTANCE	3	4.9
8) OTHER	32	52.5
TOTAL	61	100.0

24. DO YOU FEEL IT IS IMPORTANT TO HAVE A REGIONAL DEVELOPMENT STRATEGY?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	9	4	7	5	4	4	7	28	13	81	85
2) NO	1	0	0	2	2	0	0	7	2	14	15
TOTAL	10	4	7	7	6	4	7	35	15	95	100

25. WHY IS IT IMPORTANT TO HAVE A REGIONAL DEVELOPMENT STRATEGY?

RESPONSE

	#	%
1) COMBINED REGIONAL DEVELOPMENT BENEFITS THE WHOLE ISLAND	5	9.6
2) DEVELOPMENT WILL BE PLANNED AND ORDERLY	5	9.6
3) GIVES EACH REGION ITS OWN FOCUS FOR DEVELOPMENT	4	7.7
4) HELPS POOL THE RESOURCES OF A REGION	3	5.8
5) IT WILL SET REGIONAL GOALS TO THE YEAR 2000	3	5.8
6) OTHER	32	61.5
TOTAL	52	100.0

26. WHY IS IT NOT IMPORTANT TO HAVE A REGIONAL DEVELOPMENT STRATEGY?

RESPONSE	#	%
1) FORGET STRATEGY-IMPROVE WHAT WE HAVE NOW	1	33.3
2) DEVELOPMENT SHOULD BE UP TO THE INDIVIDUAL	1	33.3
3) ENOUGH REGULATIONS IN PLACE NOW	1	33.3
TOTAL	3	100.0

27. HOW MAY THE DEPARTMENT ASSIST REGIONAL DEVELOPMENT INITIATIVES?

RESPONSE	#	%
1) PROVIDE FUNDS FOR REGIONAL PLANNING	6	9.7
2) PROFESSIONAL PLANNERS SHOULD BE ASSIGNED TO EACH REGION	5	8.1
3) TOURISM OFFICES SHOULD BE ESTABLISHED AT REGIONAL CENTERS	4	6.5
4) INVOLVE REGIONAL OPERATORS DIRECTLY IN PLANNING STRATEGY	3	4.8
5) PROVIDE TECHNICAL SUPPORT IN PLANNING	3	4.8
6) PROVIDE ADVERTISING AND PROMOTION FUNDS	3	4.8
7) OTHER	38	61.3
TOTAL	62	100.0

28. HOW MAY THE DEVELOPMENT DIVISION PROVIDE A BETTER SERVICE TO REGIONAL TOURIST ASSOCIATIONS?

RESPONSE	#	%
1) HAVE REGULAR MEETINGS WITH ASSOCIATIONS TO EXPLORE NEW IDEAS	3	10.3
2) MAKE A VIDEO ON EACH REGION	2	6.9
3) TOURISM PERSONNEL UPDATE MEMBERS AT ASSOCIATION MEETINGS	2	6.9
4) PUT EMPHASIS ON EASTERN & WESTERN EXTREMITIES	2	6.9
5) LEND SUPPORT FOR REGIONAL IDEAS	2	6.9
6) PRODUCE A NEWSLETTER	2	6.9
7) PROVIDE TRAFFIC FLOW INFORMATION ON REGION	2	6.9
8) OTHER	14	48.3
TOTAL	29	100.0

29. WOULD YOU OR OTHER MANAGEMENT STAFF ATTEND THE FOLLOWING COURSES?

A) ACCOUNTING COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	8	0	3	3	4	1	4	15	5	43	39
2) NO	7	4	7	6	3	3	1	25	11	67	61
TOTAL	15	4	10	9	7	4	5	40	16	110	100

B) INVENTORY CONTROL COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	5	3	4	2	2	1	3	11	4	35	33
2) NO	8	1	6	7	5	3	2	29	11	72	67
TOTAL	13	4	10	9	7	4	5	40	15	107	100

C) QUALITY CONTROL COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	5	1	6	2	3	0	4	13	5	39	37
2) NO	7	3	4	6	5	3	1	29	9	67	63
TOTAL	12	4	10	8	8	3	5	42	14	106	100

D) TAXATION COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	3	0	5	1	6	0	4	13	3	35	34
2) NO	9	4	4	8	1	3	1	28	11	69	66
TOTAL	12	4	9	9	7	3	5	41	14	104	100

E) FINANCIAL MANAGEMENT COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	8	2	7	2	5	0	4	14	7	49	45
2) NO	6	2	4	8	2	3	1	26	9	61	55
TOTAL	14	4	11	10	7	3	5	40	16	110	100

F) MARKETING COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	9	3	8	3	5	4	5	18	6	61	55
2) NO	5	1	2	7	2	1	1	23	9	51	45
TOTAL	14	4	10	10	7	5	6	41	15	112	100

G) SALES TRAINING COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	6	3	4	2	2	0	4	8	6	35	33
2) NO	8	1	5	7	4	3	1	31	10	70	67
TOTAL	14	4	9	9	6	3	5	39	16	105	100

H) ADVERTISING & PROMOTION COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	16	4	9	2	6	4	5	21	9	76	66
2) NO	1	0	2	7	1	1	1	20	7	40	34
TOTAL	17	4	11	9	7	5	6	41	16	116	100

I) PERSONNEL MANAGEMENT COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	7	2	6	2	4	2	5	12	5	45	41
2) NO	7	2	4	7	3	2	1	29	9	64	59
TOTAL	14	4	10	9	7	4	6	41	14	109	100

J) COURSES FOR IMPROVING EMPLOYEE PERFORMANCE

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	9	2	6	2	5	1	5	14	6	50	47
2) NO	4	2	5	7	2	3	0	25	9	57	53
TOTAL	13	4	11	9	7	4	5	39	15	107	100

K) HUMAN RELATIONS COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	9	3	4	3	3	0	4	14	7	47	44
2) NO	5	1	5	2	3	3	1	27	9	61	56
TOTAL	14	4	9	10	6	3	5	41	16	108	100

L) COURSES ON PURCHASING COMPUTERS

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	3	2	3	1	2	1	3	8	2	25	24
2) NO	10	2	8	8	4	3	2	32	12	81	76
TOTAL	13	4	11	9	6	4	5	40	14	106	100

M) COMPUTER PROGRAMMING COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	2	1	4	1	2	1	2	6	5	24	23
2) NO	11	2	7	8	4	3	3	34	10	82	77
TOTAL	13	3	11	9	6	4	5	40	15	106	100

N) WORD PROCESSING COURSES

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	1	0	3	1	2	1	2	5	5	16	15
2) NO	12	3	7	8	4	3	3	35	14	89	85
TOTAL	13	3	10	9	6	4	5	40	15	105	100

30. WHAT IS THE MOST CONVENIENT TIME OF THE YEAR TO ATTEND A COURSE?

RESPONSE	#	%
1) WINTER	70	64.8
2) SPRING	13	12.0
3) SUMMER	2	1.9
4) FALL	23	21.3
TOTAL	108	100.0

II. MARKETING SERVICES

1. IS THE SCENIC DRIVE SYSTEM EFFECTIVE IN DISPERSING TOURISTS THROUGHOUT THE ISLAND?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE KINGS	EASTERN KINGS	TOTAL	%
1) YES	12	2	10	12	7	3	5	36	10	97	79
2) NO	6	2	0	0	1	1	0	7	8	25	21
TOTAL	18	4	10	12	8	4	5	43	18	122	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	19	7	10	2	3	6	18	14	17	96	80
2) NO	4	5	1	0	1	0	5	6	2	24	20
TOTAL	23	12	11	2	4	6	23	20	19	120	100

2. WHY DO YOU FEEL THE SCENIC DRIVE SYSTEM IS NOT EFFECTIVE?

RESPONSE

RESPONSE	#	%
1) TOO MUCH EMPHASIS ON THE BLUE HERON DRIVE	8	40.0
2) HIGHWAY SIGNS POOR, TOURISTS GET LOST	4	20.0
3) THE SCENIC DRIVES ARE NOT PROMOTED ADEQUATELY	2	10.0
8) OTHER	6	30.0
TOTAL	20	100.0

3. WHAT SUGGESTIONS CAN YOU OFFER FOR IMPROVING THE SCENIC DRIVE SYSTEM?

RESPONSE	#	%
1) IMPROVE ROADS	31	30.4
2) IMPROVE SCENIC DRIVE SIGNS	11	10.8
3) MORE HIGHWAY DIRECTIONAL SIGNS	10	9.8
4) SOME FARMS ON LADY'S SLIPPER DRIVE COULD BE IMPROVED	6	5.9
5) PROVIDE PICNIC AREAS	5	4.9
6) PROVIDE MORE PUBLICITY FOR THE SCENIC DRIVES	5	4.9
7) KEEP ROADSIDES CLEANER	4	3.9
8) HOST MORE ACTIVITIES ALONG THE DRIVES	4	3.9
9) OTHER	26	25.5
TOTAL	102	100.0

4. WHAT SUGGESTIONS CAN YOU OFFER TO DISPERSE MORE TOURISTS THROUGHOUT THE PROVINCE?

RESPONSE	#	%
1) PROMOTE BEAUTIFUL KINGS COUNTY BEACHES	16	15.0
2) HOST MORE ACTIVITIES THROUGHOUT THE ISLAND	10	9.3
3) TRAIN VIC STAFF ABOUT THE ATTRACTIONS EAST & WEST	7	6.5
4) PROMOTE REMOTE AREAS OF P.E.I.-OFF ISLAND	7	6.5
5) PROVIDE MORE INFORMATION SIGNS AT FERRY TERMINAL	7	6.5
6) DO MORE ADVERTISING IN PROVINCE	6	5.6
7) PROVIDE A BUS TOUR EAST & WEST	5	4.7
8) PUT LESS ADVERTISING EMPHASIS ON NATIONAL PARK BEACHES	5	4.7
9) OTHER	44	41.1
TOTAL	107	100.0

5. WHAT DO YOU PERCEIVE TO BE THE KEY ATTRACTIONS TO THE ISLAND?

RESPONSE	#	%
1) P.E.I. BEACHES	73	22.0
2) SCENIC AREAS	51	15.4
3) GREEN GABLES HOUSE	36	10.8
4) CONFEDERATION THEATRE	23	6.9
5) ISLAND PEOPLE	18	5.4
6) ISLAND WAY OF LIFE	15	4.5
7) PEACE & TRNQILITY	11	3.3
8) WOODLEIGH REPLICAS	11	3.3
9) CAVENDISH ATTRACTIONS	10	3.0
10) P.E.I. SEAFOOD	9	2.7
11) ISLAND HOSPITALITY	8	2.4
12) FERRY RIDE	7	2.1
10) OTHER	60	18.1
TOTAL	332	100.0

6. WHAT ARE THE KEY ATTRACTIONS IN YOUR REGION?

A) WEST PRINCE RESPONDENTS?	#	%
1) MILL RIVER FUN PARK	5	15.6
2) BEACHES	4	12.5
3) COASTAL SCENIC AREAS	4	12.5
4) MILL RIVER RESORT	4	12.5
5) QUITE RELAXED CAMPING AREAS	3	9.4
6) MANY HISTORIC SITES	2	6.2
7) WOODLEIGH REPLICAS	2	6.2
8) OTHER	8	25.0
TOTAL	32	100.0

**B) EVANGELINE RESPONDENTS?
RESPONSE**

- 1) ACADIAN VILLAGE/MONT CARMEL
- 2) BOTTLE HOUSE
- 3) ABRAM'S VILLAGE HANDCRAFT CENTER
- 4) QUIET RELAXED CAMPING AREAS
- 5) BEACHES
- 6) CRAFTSHOPS
- 7) FESTIVALS & EVENTS

	#	%
TOTAL	12	100.0

**C) SUMMERSIDE RESPONDENTS?
RESPONSE**

- 1) LOBSTER CARNIVAL - SUMMERSIDE
- 2) EPTK CENTER - SUMMERSIDE
- 3) GOLF COURSES
- 4) SPORTS EVENTS
- 5) SHOPPING IN CITY STORES
- 6) SILVER FOX MUSEUM
- 8) OTHER

	#	%
TOTAL	14	100.0

D) KENSINGTON RESPONDENTS?
RESPONSE

	#	%
1) WOODLEIGH REPLICAS	3	13.6
2) MALPEQUE GARDENS	3	13.6
3) BEACHES	2	9.1
4) CHELTON PROVINCIAL PARK	2	9.1
5) BEDEQUE BAY	1	4.5
6) COASTAL SCENIC AREAS	1	4.5
7) LOBSTER CARNIVAL - SUMMERSIDE	1	4.5
8) EPTK CENTER	1	4.5
9) VETERANS' MUSEUM	1	4.5
10) SUMMERSIDE RACEWAY	1	4.5
11) MALPEQUE GARDENS	1	4.5
12) FIRST DIVINITY COLLEGE IN P.E.I.	1	4.5
13) MALPEQUE OYSTER FISHERY	1	4.5
14) HORSE BACK RIDING	1	4.5
15) YACHT CLUB	1	4.5
16) BURLINGTON AMUSEMENT PARK	1	4.5
TOTAL	22	100.0

E) CAVENDISH RESPONDENTS?
RESPONSE

	#	%
1) BEACHES	5	21.7
2) ANNE OF GREEN GABLES HOUSE	4	17.4
3) WOODLEIGH REPLICAS	3	13.0
4) LUCY MAUD MONTGOMERY BIRTH PLACE	2	8.7
5) HORSEBACK RIDING	2	8.7
6) COASTAL SCENIC AREAS	1	4.3
7) MALPEQUE GARDENS	1	4.3
8) CHELTON PROVINCIAL PARK	1	4.3
9) RAINBOW VALLEY	1	4.3
10) WAX MUSEUM	1	4.3
11) LOBSTER SUPPERS	1	4.3
12) CAVENDISH BOARDWALK	1	4.3
TOTAL	23	100.0

F) SOUTHSHORE RESPONDENTS?
RESPONSE

1) CAVENDISH BEACH	1	50.0
2) ANNE OF GREEN GABLES HOUSE	1	50.0
TOTAL	2	100.0

G) CHARLOTTETOWN RESPONDENTS?
RESPONSE

1) CONFEDERATION CENTER	4	33.3
2) BEACHES	2	16.7
3) SHOPPING IN CITY STORES	2	16.7
4) COASTAL SCENIC AREAS	1	8.3
5) THE MANY HISTORIC SITES	1	8.3
6) CAVENDISH BOARDWALK	1	8.3
7) PROVINCE HOUSE	1	8.3
TOTAL	12	100.0

H) SOUTHEASTERN KINGS?
RESPONSE

1) BEACHES	24	28.9
2) COASTAL SCENIC AREAS	11	13.3
3) QUIET RELAXED CAMPING AREAS	8	9.6
4) TUNA FISHING	7	8.4
5) CRAFTSHOPS	6	7.2
6) BRUDENELL PROVINCIAL PARK	4	4.8
7) FISHING VILLAGES	3	3.6
8) DEEP SEA FISHING	3	3.6
9) WOOD ISLANDS FERRY	3	3.6
10) KINGS PLAYHOUSE	4	4.8
11) FARMS	2	2.4
12) HORSEBACK RIDING	2	2.4
13) PROVINCIAL PARKS	2	2.4
14) TREES & WILDLIFE	2	2.4
15) BUFFALO RANCH	2	2.4
TOTAL	83	100.0

1) EASTERN KINGS?
RESPONSE

	#	%
1) BEACHES	11	23.9
2) QUIET RELAXED CAMPING AREAS	8	17.4
3) COASTAL SCENIC AREAS	8	17.4
4) DEEP SEA FISHING	7	15.2
5) CHURCHES	3	6.5
6) LIGHTHOUSES	2	4.3
7) CRAFTSHOPS	1	2.2
8) FISHING VILLAGES	1	2.2
9) FARMS	1	2.2
10) SEAFOOD RESTAURANTS	1	2.2
11) HORSEBACK RIDING	1	2.2
12) MAGDELEN FERRY	1	2.2
13) PLATTER HOUSE RESTAURANT	1	2.2
TOTAL	46	100.0

7. WHAT ASPECTS OF OUR CULTURAL OR ETHNIC BACKGROUND CAN BE MARKETED EFFECTIVELY?

RESPONSE

	#	%
1) SCOTTISH HERITAGE	19	26.8
2) ACADIAN CULTURE-MUSIC-CUISINE	13	18.3
3) MICMAC CULTURE	7	9.9
4) IRISH HERITAGE	5	7.0
5) P.E.I. TRADITIONAL MUSIC	4	5.6
6) CRAFTSMEN	3	4.2
7) FAMILY FARMS	2	2.8
8) P.E.I. MULTICULTURALISM	2	2.8
9) BIRTHPLACE OF CONFEDERATION	2	2.8
10) STRESS FRENCH CULTURE IN FRENCH SPEAKING AREAS	2	2.8
11) OUR MANY MUSEUMS	2	2.8
12) P.E.I. HISTORY - EARLY SETTLERS	4	5.6
13) RE-ENACTMENT OF JACQUES CARTIER LANDING	1	1.4
14) TRADITIONAL FISHING METHODS	1	1.4
15) CELTIC HERITAGE	1	1.4
16) LEBANESE CULTURE	1	1.4
17) LOCAL FESTIVALS WITH ANCESTRAL THEME	1	1.4
18) ISLAND ARTISTS	1	1.4
TOTAL	71	100.0

8. (ON A SCALE OF 1 TO 10) HOW WOULD YOU RATE THE MARKETING THEME 'ONE OF THE WORLD'S GREAT ISLANDS'?

A) BY REGION

SCALE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1								3		3	2.4
2								1		1	0.8
3								1		1	0.8
4	1							2		4	3.2
5		1		1		1		8		12	9.6
6	2			1	1	1	1	3		10	8.0
7	3		4	2	2	3	2	4		23	18.4
8	8		1	7	3		2	11		36	28.8
9	3	2	2	2	1		1	6		17	13.6
10	2	1	2	2	1	-	-	6		18	14.4
TOTAL	19	4	9	13	7	5	6	45		125	100.0

B) BY ESTABLISHMENT

SCALE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1		2						1		3	2.4
2	1									1	0.8
3									1	1	0.8
4	2						2			4	3.3
5	2	1			1		1	3		11	8.9
6	4	2			1		2	1		10	8.1
7	2	3	3		2	2	4	2		22	17.9
8	5	2	6	1	1	2	6	7		36	29.3
9	3	1	1	1		1	4	2		17	13.8
10	3	2	1	-	-	2	3	5		18	14.6
TOTAL	22	13	11	2	5	7	22	21		123	100.0

9. WHAT TYPE OF MARKETING SEMINARS WOULD YOU LIKE TO SEE OFFERED?

RESPONSE	#	%
1) ADVERTISING SEMINARS	6	12.2
2) PREPARING A MARKETING PLAN	4	8.2
3) BASIC INFORMATION ON P.E.I.-GEOGRAPHICAL, HISTORIC	3	6.1
4) MARKETING BY EXAMPLE	3	6.1
5) MARKETING STRATEGIES	2	4.1
6) OTHER	31	63.3
TOTAL	49	100.0

10. WHAT TYPE OF MARKETING ASSISTANCE WOULD YOU LIKE TO SEE OFFERED?

RESPONSE	#	%
1) ASSISTANCE WITH ADVERTISING	12	29.3
2) GOVERNMENT GRANTS FOR MARKETING	6	14.6
3) ASSISTANCE REACHING MARKETS OF JAPAN, EUROPE	2	4.9
4) EXTENDED SEMINARS ON MARKETING	2	4.9
5) ASSISTANCE WITH OFF-ISLAND ADVERTISING	2	4.9
6) OFF SEASON MARKETING	2	4.9
7) EXTEND LIMIT ON ADVERTISING ASSISTANCE FOR 3 MORE YEARS	2	4.9
8) OTHER	13	31.7
TOTAL	41	100.0

11. HOW CAN THE DEPARTMENT ASSIST WITH THE DEVELOPMENT OF MARKETING PLANS?

RESPONSE	#	%
1) PROFESSIONAL ADVICE	7	18.4
2) PROVIDE FUNDS	6	15.8
3) CONDUCT MARKETING SEMINARS	5	13.2
4) WORK CLOSELY WITH REGIONAL ASSOCIATIONS	3	7.9
5) PROVIDE WRITERS FOR BROCHURES	2	5.3
6) INFORM OPERATORS OF GOVERNMENT STAFF & FUNCTION	2	5.3
7) ASSIST IN LONG-TERM REGIONAL PLANNING	2	5.3
8) ADVERTISE THE REGIONS MORE	2	5.3
9) OTHER	9	23.7
TOTAL	38	100.0

12. WHAT INITIATIVES SHOULD THE DEPARTMENT TAKE IN THE MARKETING OF P.E.I.?

RESPONSE	#	%
1) MORE T.V. AND RADIO ADS	5	9.1
2) BETTER PROMOTION OF THE ISLAND AS A WHOLE	6	10.9
3) MORE MAGAZINE AND NEWSPAPER ADS	2	3.6
4) PROMOTE RELAXATION ASPECTS OF P.E.I.	2	3.6
5) STRESS GETTING AWAY FROM THE CITY	2	3.6
6) USE MORE IMAGES OF ISLAND SCENERY	2	3.6
7) OTHER	36	65.5
TOTAL	55	100.0

13. WHAT SUGGESTIONS DO YOU HAVE FOR IMPROVING TOURIST PUBLICATIONS?

RESPONSE	#	%
1) COLOR BLACK & WHITE PICTURES IN VISITORS GUIDE	6	26.1
2) PROVIDE MORE DETAILS ON OUTLYING AREAS IN VISITORS GUIDE	3	13.0
3) CONDENSE BROCHURES INTO BOOKLETS FOR OPERATORS	1	4.3
4) MORE GROUP ADVERTISING IN AREAS	1	4.3
5) CHANGE LITERATURE FOCUS TO REGIONAL EMPHASIS	1	4.3
6) INCLUDE DRIVING TIME TO DESTINATIONS IN VISITOR'S GUIDE	1	4.3
7) PROVIDE AN ENTERTAINMENT BROCHURE	1	4.3
8) PROVIDE MORE SPORTS INFORMATION	1	4.3
9) INCLUDE SUGGESTED SCENIC AREAS IN GUIDE	1	4.3
10) PROVIDE A BETTER INDEX IN VISITORS GUIDE	1	4.3
11) PROVIDE BETTER DESCRIPTIONS OF ATTRACTIONS, ACCOMMODATIONS	1	4.3
12) GIVE ALL REGIONS OF THE ISLAND EQUAL SPACE	1	4.3
13) PROVIDE MORE LARGE COLOR PHOTOS ON GUIDE	1	4.3
14) HAVE MORE OPERATOR INPUT	1	4.3
15) OTHER	2	8.7
TOTAL	23	100.0

III. RESEARCH SERVICES

1. DID YOU EVER USE THE SERVICES OF THE RESEARCH SECTION? RESPONSE

	#	%
1) YES	13	9.6
2) NO	123	90.4
TOTAL	136	100.0

2. WHY HAVE YOU USED THE SERVICES OF THE RESEARCH SECTION? RESPONSE

	#	%
1) TO GATHER STATISTICS FOR FUTURE PLANNING	1	25.0
2) TO GET INFORMATION ON MOTORCOACH VISITS	1	25.0
3) TO GATHER STATISTICS ON ACCOMMODATION USAGE	1	25.0
4) TO FIND OUT THE NO. OF TOURISTS THAT VISIT REGION	1	25.0
TOTAL	4	100.0

3. WHY HAVE YOU NOT USED THE SERVICES OF THE RESEARCH SECTION? RESPONSE

	#	%
1) DIDN'T KNOW IT EXISTED	37	71.2
2) THERE IS NO NEED OF A RESEARCH SECTION	15	28.8
TOTAL	52	100.0

4. WHY TYPE OF INFORMATION SHOULD BE PROVIDED BY THE RESEARCH SECTION? RESPONSE

	#	%
1) TOURISTS MAJOR INTERESTS ON P.E.I.	5	18.5
2) INFORMATION ON EXPECTED TOURIST TRENDS	5	18.5
3) STATISTICS ON TOURISTS TRAVEL TO P.E.I.	4	14.8
4) ACCESS TO THE RESULTS OF FEASIBILITY STUDIES	2	7.4
5) NEWSLETTERS COVERING STUDY & SURVEY RESULTS	2	7.4
6) MAIL COPIES OF RESEARCH STUDIES TO OPERATORS	1	3.7
7) RESULTS OF THIS EVALUATION	1	3.7
8) INFORMATION ON JAPANESE VISITORS	1	3.7
9) GOOD RESOURCE PEOPLE TO PROVIDE INFORMATION	1	3.7
10) OTHER	5	18.5
TOTAL	27	100.0

5. WHAT SUGGESTIONS CAN YOU OFFER FOR DISSEMINATING INFORMATION TO OPERATORS? RESPONSE

	#	%
1) REGULAR NEWS BULLETIN	16	45.7
2) PRODUCE ANNUAL BROCHURE WITH RESEARCH INFORMATION	5	14.3
3) RESEARCH PERSONNEL ATTEND REGIONAL MEETINGS	4	11.4
4) HOLD WORKSHOPS ON A REGULAR BASIS	2	5.7
5) PROVIDE AN INDEX OF AVAILABLE INFORMATION	1	2.9
6) HOST A RESEARCH AND EVALUATION SEMINAR IN THE OFF-SEASON	1	2.9
7) OTHER	6	17.1
TOTAL	35	100.0

6. WHAT SUGGESTIONS DO YOU HAVE FOR RESEARCH PROJECTS? RESPONSE

	#	%
1) STUDY OF DOMESTIC MARKETS	2	15.4
2) REGIONAL STUDIES	1	7.7
3) VISITOR SATISFACTION STUDY	1	7.7
4) STUDY TO EXTEND THE SHOULDER SEASON	1	7.7
5) QUEBEC MARKET STUDY	1	7.7
6) OTHER	7	53.8
TOTAL	13	100.0

IV. VISITOR SERVICES

1. IS THE VISITOR INFORMATION CENTER LOCATED IN YOUR AREA STRATEGICALLY LOCATED? BY VISITOR INFORMATION CENTER

RESPONSE	LADIES SLIPPER	WEST PRINCE	BORDEN	KENSING- TON	ALBER- TON	CAVEN- DISH	CHARLOT- TETOWN	NEW LONDON	SOURIS	POOLES CORNER	WOOD ISLANDS	TOTAL	%
1) YES	18	8	4	6	1	2	6	1	13	42	9	110	85
2) NO	3	4	1	1	0	2	3	2	0	2	1	19	15
TOTAL	21	12	5	7	1	4	9	3	13	44	10	129	100

2. DOES THE VISITOR INFORMATION CENTER HAVE ADEQUATE FACILITIES?
BY VISITOR INFORMATION CENTER

RESPONSE	LADIES SLIPPER	WEST PRINCE	BORDEN	KENSING- TON	ALBER- TON	CAVEN- DISH	CHARLOT- TETOWN	NEW LONDON	SOURIS	POOLES CORNER	WOOD ISLANDS	TOTAL	%
1) YES	18	5	5	7	-	1	8	1	11	33	8	97	87
2) NO	0	2	1	0	-	3	0	2	0	4	2	14	13
TOTAL	18	7	6	7	-	4	8	3	11	37	10	111	100

3. DO YOU FEEL THE TRAVEL COUNSELLORS ARE ADEQUATELY TRAINED?
BY VISITOR INFORMATION CENTER

RESPONSE	LADIES SLIPPER	WEST PRINCE	BORDEN	KENSING- TON	ALBER- TON	CAVEN- DISH	CHARLOT- TETOWN	NEW LONDON	SOURIS	POOLES CORNER	WOOD ISLANDS	TOTAL	%
1) YES	13	5	3	7	-	3	6	1	6	29	6	79	72
2) NO	5	4	3	0	-	2	1	2	3	8	3	31	28
TOTAL	18	9	6	7	-	5	7	3	9	37	9	110	100

4. IS THE PRIVATE LITERATURE DISTRIBUTION SYSTEM BENEFICIAL?
BY REGION

RESPONSE	WEST PRINCE	EVANG- ELINE	S'SIDE	KENSING- TON	CAVEN- DISH	SOUTH SHORE	CHARLOT- TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	11	3	6	11	6	1	5	36	11	90	86
2) NO	0	1	2	1	1	3	1	4	2	15	14
TOTAL	11	4	8	12	7	4	6	40	13	105	100

5. HOW CAN THE PRIVATE LITERATURE DISTRIBUTION SYSTEM BE IMPROVED?

RESPONSE	#	%
1) CHECK EACH ESTABLISHMENT'S LITERATURE REGULARLY	4	25.0
2) HAVE BETTER DISPLAY AREAS IN V.I.C.	3	18.8
3) PUT LITERATURE DISPLAY AREA ON FERRIES	2	12.5
4) CONDENSE BROCHURES INTO A BOOK	1	6.2
5) ADVISE OPERATORS WHEN MATERIALS NOT AVAILABLE	1	6.2
6) MAKE LITERATURE AVAILABLE EARLIER IN THE SEASON	1	6.2
7) IMPROVE COOPERATION BETWEEN V.I.C. PERSONNEL & OPERATORS	1	6.2
8) PROVIDE AFTER HOURS DISPLAY AREAS	1	6.2
9) HAVE REGULAR NEWSPAPER INSERTS	1	6.2
10) DISTRIBUTE LITERATURE TO RESTAURANTS	1	6.2
TOTAL	16	100.0

6. WHAT ADDITIONAL COMMENTS WOULD YOU LIKE TO MAKE ABOUT VISITOR SERVICES?

RESPONSE	#	%
1) COUNSELLORS SHOULD BE MORE INFORMED ABOUT OCCUPANCY	6	21.4
2) REMAIN OPEN LONGER	3	10.7
3) TOO MANY PEOPLE ARE DIRECTED TO CAVENDISH	2	7.1
4) V.I.C.'S PROVIDE AN INFORMED PLEASANT SERVICE	2	7.1
5) EXPLORERS GUIDE MAP IS EXCELLENT	1	3.6
6) BUILD MORE VIC'S	1	3.6
7) V.I.C.'S SHOULD BE PROMOTED BETTER	1	3.6
8) HAVE REST AREAS IN EACH V.I.C.	1	3.6
9) V.I.C. STAFF SHOULD BE RATED ON EFFICIENCY	1	3.6
10) PROVIDE A CALENDAR OF EVENTS	1	3.6
11) RATE ALL ACCOMMODATIONS & ATTRACTIONS	1	3.6
12) ADVERTISE V.I.C.'S ON T.V. & RADIO	1	3.6
13) VIC PERSONNEL SHOULD PUSH ALL AREAS EQUALLY	1	3.6
14) USE COUNSELLORS FROM ALL PARTS OF P.E.I. IN HIGH TRAFFIC VIC'S	1	3.6
15) LARGER VIC'S IN HIGH TRAFFIC AREAS	1	3.6
16) VIC'S MUCH IMPROVED OVER PREVIOUS YEAR.	1	3.6
17) PUT TOLL-FREE NUMBER IN PHONE BOOTHS	1	3.6
18) BED & BREAKFAST ESTABLISHMENTS ARE OVER ADVERTISED	1	3.6
19) PUT MORE EMPHASIS ON WESTERN P.E.I.	1	3.6
TOTAL	28	100.0

V. HIGHWAY INFORMATION SIGNAGE SYSTEM (H.I.S.S.)

1. DID YOU PARTICIPATE IN THE H.I.S.S. PROGRAM LAST YEAR?

BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	14	4	6	11	6	5	2	33	10	91	68
2) NO	4	0	5	2	2	1	4	15	10	43	32
TOTAL	18	4	11	13	8	6	6	48	20	134	100

2. DO YOU FEEL SIGNS ARE EASIER TO READ IN P.E.I. THAN IN OTHER PROVINCES?

RESPONSE	#	%
1) STRONGLY DISAGREE	17	12.6
2) DISAGREE	31	23.0
3) NEUTRAL	32	23.7
4) AGREE	46	34.1
5) AGREE STRONGLY	9	6.7
TOTAL	135	100.0

3. WHAT DO TOURISTS TELL YOU ABOUT THE INFORMATION SIGNAGE SYSTEM?

RESPONSE	#	%
1) THE SIGNAGE SYSTEM IS VERY EFFECTIVE	17	15.6
2) SIGNS ARE HARD TO FIND	14	12.8
3) SIGNS ARE TOO SMALL	11	10.1
4) THERE IS A NEED FOR MORE SIGNS	9	8.3
5) SIGNS ARE EASY TO READ	8	7.3
6) SIGNS ARE HELPFUL FOR FINDING ACCOMMODATION	8	7.3
7) SIGNS ARE HARD TO READ	6	5.5
8) NOT ENOUGH INFORMATION ON SIGNS	6	5.5
9) THE SIGNS ARE TOO CLOSE TOGETHER	5	4.6
10) THE SIGNS ARE TOO CLOSE TO ESTABLISHMENTS	4	3.7
11) MANY SIGNS ARE NOT STRATEGICALLY PLACED	4	3.7
12) TOO MANY SIGNS AT ONE LOCATION CONFUSING	4	3.7
13) THERE ARE TOO MANY SIGNS IN P.E.I.	2	1.8
14) SHOULD BE MORE THAN ONE SIGN FOR MAJOR ATTRACTIONS	2	1.8
15) SYSTEM IS GOOD, DOES NOT OBSTRUCT VIEW	2	1.8
16) MANY SIGNS ARE FADED	1	0.9
17) UNREADABLE AT 80-90 KM/HR	1	0.9
18) MANY SHOULD BE REPAIRED & PAINTED	1	0.9
19) HAVE SIGNS FOR PUBLIC BEACH ACCESS	1	0.9
20) COLOR CODING WOULD BE ADVANTAGEOUS	1	0.9
21) SYSTEM REMOVES THE UGLY LARGE SIGNS	1	0.9
22) SIGNS SHOULD BE PLACED HIGHER OFF THE GROUND	1	0.9
TOTAL	109	100.0

4. WHAT HAS BEEN THE PRIMARY IMPACT OF THE SIGNAGE INFORMATION SYSTEM ON YOUR BUSINESS?

RESPONSE	#	%
1) EFFECTIVE IN DIRECTING TOURISTS TO OUR ESTABLISHMENT	19	32.2
2) BUSINESS HAS INCREASED SLIGHTLY	18	30.5
3) SAVES US MONEY ON SIGNAGE USING THIS SYSTEM	11	18.6
4) HAS HAD NO IMPACT	4	6.8
5) OUR BUSINESS HAS INCREASED CONSIDERABLY	2	3.4
6) INITIALLY BUSINESS INCREASED BUT HAS SINCE LEVELLED OFF	2	3.4
7) COSTS US MORE MONEY FOR FEWER SIGNS	1	1.7
8) BUSINESS DECREASED BECAUSE SMALLER SIGNS HARD TO FIND	1	1.7
9) SIGNAGE CREATED SOME CONFUSION- MAY HAVE DECREASED BUSINESS	1	1.7
TOTAL	59	100.0

5. DO YOU FEEL CHANGES ARE NECESSARY IN THE SIGNAGE SYSTEM?

BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	5	4	2	8	7	1	2	24	8	61	55
2) NO	2	0	2	4	1	3	3	15	7	49	45
TOTAL	14	4	9	12	8	4	5	39	15	110	100

6. WHAT SUGGESTIONS CAN YOU OFFER FOR IMPROVEMENT IN THE SIGNAGE SYSTEM?

RESPONSE	#	%
1) MORE SIGNS FOR EACH ESTABLISHMENT	15	22.4
2) MAKE BIGGER SIGNS	11	16.4
3) SIGNS SHOULD BE LESS EXPENSIVE	6	9.0
4) HAVE UNIVERSAL SYMBOLS FOR GAS, FOOD, ETC	4	6.0
5) CHANGE COLOUR, MAKE DECORATIVE	3	4.5
6) SMALL OPERATOR SHOULD PAY LESS	3	4.5
7) PLACE SIGNS APPROPRIATELY	3	4.5
8) SPREAD SIGNS OUT	3	4.5
9) INVOLVE OPERATORS IN SIGN DESIGN	2	3.0
10) POST BILLBOARD SIGNS IN ONE AREA	2	3.0
11) POST SOME SIGNS IN JAPANESE	2	3.0
12) USE FLOURESCENT PAINT	2	3.0
13) COLOR CODING FOR VARIOUS FACILITIES	2	3.0
14) PLACE SIGNS WHERE OPERATORS WANT THEM	2	3.0
15) ENFORCE SIGNAGE LEGISLATION	1	1.5
16) MAKE SURE SIGNS ARE UP ONLY WHEN BUSINESSES ARE OPEN	1	1.5
17) LARGER DIRECIONAL ARROWS ON SIGNS	1	1.5
18) PUT MILEAGE ON SIGNS	1	1.5
19) HAVE MORE FLEXIBILITY IN REGARD TO PLACEMENT	1	1.5
20) LIMIT PRIVATE SIGNAGE	1	1.5
21) CONSULT OPERATOR BEFORE SIGN IS ERECTED	1	1.5
TOTAL	67	100.0

7. SHOULD THE GOVERNMENT REGULATE THE PLACEMENT OF PRIVATE SIGNS?

RESPONSE	#	%
1) YES	23	62.2
2) NO	14	37.8
TOTAL	37	100.0

8. WHY SHOULD GOVERNMENT REGULATE THE PLACEMENT OF PRIVATE SIGNS?

RESPONSE	#	%
1) NEED CONTROLS TO PREVENT SIGNAGE POLLUTION	47	75.8
2) IN ORDER THAT PROPER STANDARDS ARE SET	6	9.7
3) IT IS FAIRER TO SMALL OPERATORS	4	6.5
4) TO AVOID LARGE NEON SIGNS & BILLBOARDS	3	4.8
5) SHOULD BE A JOINT EFFORT OF OPERATORS & GOVERNMENT	1	1.6
6) AVOIDS TOURIST CONFUSION	1	1.6
TOTAL	62	100.0

9. WHY SHOULD GOVERNMENT NOT REGULATE THE PLACEMENT OF PRIVATE SIGNS?

RESPONSE	#	%
1) OPERATOR SHOULD DECIDE WHAT SIGNS TO ERCT	6	35.3
2) OPERATOR SHOULD CHOOSE ERECTION SITE	3	17.6
3) REGULATE ONLY PRIVATE SIGNAGE THAT IS UNATTRACTIVE	2	11.8
4) IT SHOULD NOT BE GOVERNMENT'S BUSINESS	2	11.8
5) DO NOT REGULATE, EDUCATE OPERATOR	2	11.8
6) PRIVATE SIGNAGE IS MORE INTERESTING, ATTRACTIVE	1	5.9
7) REGULATE ONLY IF BLOCKING VIEW	1	5.9
TOTAL	17	100.0

VI. PROVINCIAL PARK SERVICES

1. DO YOU FEEL PROVINCIAL GOVERNMENT PARKS ARE IMPORTANT TO OUR TOURISM INDUSTRY?

BY ESTABLISHMENT											
RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFST	TOTAL	%
1) YES	18	13	11	2	3	7	26	19	21	120	97
2) NO	3	0	1	0	0	0	0	0	0	4	3
TOTAL	21	13	12	2	3	7	26	19	21	124	100

2. WHY DO YOU FEEL PROVINCIAL PARKS ARE IMPORTANT TO OUR TOURISM INDUSTRY?

RESPONSE	#	%
1) PROVIDE A SOURCE OF ESCAPE, BACK TO NATURE, RELAXATION	10	14.1
2) BRINGS IN ADDITIONAL TOURISTS	9	12.7
3) TOURIST & ISLANDERS CAN ENJOY PARKS WITHOUT COST	8	11.3
4) TOURISTS LIKE THE OUTDOOR ENVIRONMENT	6	8.5
5) MANY TOURISTS LOOK FOR & EXPECT PROVINCIAL PARKS	5	7.0
6) PROVINCIAL PARKS ARE FAMILY ORIENTATED	5	7.0
7) EXCELLENT FOR OVERNIGHT CAMPING	4	5.6
8) WE HAVE A VARIETY OF PARKS TO MEET THE NEEDS OF TOURISTS	3	4.2
9) PROVINCIAL PARKS CONSERVE OUR NATURAL SCENIC AREAS	3	4.2
10) THEY ARE CONVENIENTLY LOCATED THROUGHOUT THE ISLAND	3	4.2
11) PROVINCIAL PARKS ARE A NECESSARY COMPONENT OF TOURISM	2	2.8
12) EXCELLENT CAMPING AREAS	2	2.8
13) MANY TOURISTS DO NOT LIKE COMMERCIAL PARKS	2	2.8
14) THE PARKS ARE WELL MAINTAINED	2	2.8
15) SOME TOURISTS CAN'T AFFORD ANYTHING ELSE	2	2.8
16) THEY ARE SMALLER, MORE PERSONAL	1	1.4
17) BEACH PARKS ARE ATTRACTIVE TO TOURISTS	1	1.4
18) PROVINCIAL PARKS ARE IN SCENIC LOCATIONS	1	1.4
19) THE PARKS ARE EASY TO FIND	1	1.4
20) PROVIDE A SAFE PLAY AREA FOR CHILDREN	1	1.4
TOTAL	71	100.0

3. WHY DO YOU FEEL PROVINCIAL PARKS ARE NOT IMPORTANT TO OUR TOURISM INDUSTRY?

RESPONSE	#	%
1) THEY ARE NOT WELL MAINTAINED	1	33.3
2) MANY TOURISTS ARE NOT CAMPERS	1	33.3
3) THEY ARE COMPETING WITH PRIVATE BUSINESS	1	33.3
TOTAL	3	100.0

4. HAVE YOU VISITED ANY OF OUR PROVINCIAL PARKS IN THE LAST YEAR?

BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	15	3	9	9	4	2	6	33	12	93	70
2) NO	4	0	2	4	4	4	1	13	7	39	30
TOTAL	19	3	11	13	8	6	7	46	19	132	100

5. HAVE YOU RECOMMENDED ANY PROVINCIAL PARKS TO NON-RESIDENT VISITORS?

BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	13	1	7	12	3	2	5	38	14	95	77
2) NO	4	2	3	1	3	3	2	8	3	29	23
TOTAL	17	3	10	13	6	5	7	46	17	124	100

6. IS THERE ADEQUATE INFORMATION PROVIDED TO THE GENERAL PUBLIC ABOUT PROVINCIAL PARKS? BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	12	8	8	0	3	5	13	5	13	67	63
2) NO	5	3	4	2	0	1	7	11	6	39	37
TOTAL	17	11	12	2	3	6	20	16	19	106	100

7. HOW CAN THE DISTRIBUTION OF PARK INFORMATION BE ENHANCED?

RESPONSE	#	%
1) PRODUCE BROCHURE ON PROVINCIAL PARKS	4	11.8
2) DO MORE PROVINCIAL PARK ADVERTISING	3	8.8
3) EDUCATE THE LOCAL PEOPLE ABOUT AREA PARKS	3	8.8
4) IMPROVE PROVINCIAL PARK DIRECTIONAL SIGNS	3	8.8
5) PROVIDE MORE PARK INFORMATION AT VIC'S	3	8.8
6) SEND PARK BROCHURES TO ALL OPERATORS	2	5.9
7) HAVE A SECTION ON PROVINCIAL PARKS IN VISITOR'S GUIDE	2	5.9
8) ADVERTISE IN NEWSPAPERS	2	5.9
9) PROMOTE THE NATURE ASPECT OF PARKS	2	5.9
10) HAVE OPERATORS PROMOTE PARKS IN THEIR AREAS	2	5.9
11) HAVE T.V. COMMERCIALS	2	5.9
12) HIGHLIGHT PARKS ON P.E.I. MAPS	1	2.9
13) UPDATE PARK ACTIVITIES IN ADVERTISING	1	2.9
14) ENCOURAGE TOUR GROUPS TO USE PARKS	1	2.9
15) ADVERTISE POSITIVE ASPECTS, FREE, SUPERVISED, ETC	1	2.9
16) SELECT A 'PROVINCIAL PARK OF THE WEEK'	1	2.9
17) ADVERTISE ON RADIO	1	2.9
TOTAL	34	100.0

8. HOW CAN THE QUALITY OF SERVICE PROVIDED BY THE PROVINCIAL PARKS BE IMPROVED?

RESPONSE	#	%
1) OPEN EARLIER, CLOSE LATER	9	16.7
2) PROVIDE CLEANER WASHROOMS	3	5.6
3) REDUCE THE NOISE AT NIGHT	3	5.6
4) PROVIDE FOOD SERVICES IN PARKS	2	3.7
5) IMPROVE QUALIFICATIONS OF CLERKS	2	3.7
6) ENLARGE THE WASHROOM FACILITIES	2	3.7
7) PROVIDE MORE KITCHEN SHELTERS	2	3.7
8) HAVE A LARGE WELL TRAINED STAFF	2	3.7
9) UPGRADE PARKS EVERY YEAR	2	3.7
10) KEEP BEACHES CLEAN	2	3.7
11) PROVIDE SWIMMING POOLS IN NON-BEACH PARKS	2	3.7
12) PROVIDE FAMILY ORIENTATED ACTIVITIES: BALL GAMES, ETC	2	3.7
13) ENSURE PARK SITES HAVE GOOD BEACHES	1	1.9
14) IMPROVE PARK MAINTENANCE	1	1.9
15) UPDATE OLDER PARKS	1	1.9
16) PROMOTE WINDSURFING	1	1.9
17) RENT CANOES	1	1.9
18) DO NOT OVER-MODERNIZE PARKS	1	1.9
19) PROVIDE LAW ENFORCEMENT	1	1.9
20) HAVE FEWER & BETTER PARKS	1	1.9
21) HAVE 'THEME PARKS', 'THEME ACTIVITIES'	1	1.9
22) DO NOT ALLOW VEHICLES ON BEACHES	1	1.9
23) PROMOTE OFF-SEASON ACTIVITIES	1	1.9
24) PROVIDE THE SAME FACILITIES IN ALL PARKS	1	1.9
25) PROVIDE MORE ELECTRICAL HOOKUPS	1	1.9
26) HIRE STUDENTS TO ENTERTAIN CHILDREN	1	1.9
27) IMPROVE LAUNDRY FACILITIES	1	1.9
28) HAVE AN INTERPRETIVE SERVICE IN PARKS	1	1.9
29) PROVIDE TOURIST LITERATURE	1	1.9
30) ENLARGE OVERNIGHT CAMPSITES	1	1.9
31) PROVIDE MORE CHILDREN ACTIVITIES	1	1.9
32) PROVIDE MINATURE GOLF	1	1.9
33) SEND COPIES OF PARK PROGRAMS TO AREA OPERATORS	1	1.9
TOTAL	54	100.0

9. WHAT SUGGESTIONS DO YOU HAVE FOR OFF-SEASON ACTIVITIES IN PROVINCIAL PARKS?

RESPONSE	#	%
1) CROSS COUNTRY SKIING	34	38.6
2) GUIDED NATURE WALKS	14	15.9
3) HIKING	8	9.1
4) SLEIGH RIDES	4	4.5
5) SNOWMOBILING	4	4.5
6) BIRD WATCHING	4	4.5
7) PROMOTE BEAUTY OF AUTUMN LEAVES	2	2.3
8) SPORTS EVENTS	2	2.3
9) WINTER CAMPOUTS	2	2.3
10) FAMILY DAYS, GAMES FOR CHILDREN, ETC	2	2.3
11) CRAFT DEMONSTRATIONS	1	1.1
12) VIDEOS OF ISLAND WAY OF LIFE	1	1.1
13) FESTIVALS IN INDIVIDUAL PARKS	1	1.1
14) PRESENTATIONS ON ISLAND HISTORY	1	1.1
15) CORN BOILS	1	1.1
16) SENIORS DAYS IN PARKS	1	1.1
17) LAWN BOWLING	1	1.1
18) HOCKEY GAMES - OUTDOOR RINKS	1	1.1
19) SCAVENGER HUNT	1	1.1
20) OPEN TO GROUPS, SCOUTS, CUBS, ETC	1	1.1
21) PROMOTE GOLF IN OFF-SEASON	1	1.1
22) SNOWSHOEING	1	1.1
TOTAL	88	100.0

10. HOW CAN PROVINCIAL PARKS BETTER SERVE THE NEEDS OF OPERATORS?

RESPONSE	#	%
1) PROVIDE MORE TOURIST INFORMATION IN PARKS	7	20.6
2) PRODUCE A BROCHURE ON PROVINCIAL PARKS	5	14.7
3) INFORM LOCAL OPERATORS OF HOURS OF OPERATION	3	8.8
4) INSTALL NOTICE BOARDS FOR LOCAL INFORMATION	2	5.9
5) EACH PARK SHOULD HAVE FULL MAINTENANCE STAFF	1	2.9
6) HAVE MORE ENTERTAINMENT IN PARKS	1	2.9
7) TRAIN THE GATE STAFF	1	2.9
8) DURING BAD WEATHER, SEND TO LOCAL ESTABLISHMENTS	1	2.9
9) EACH PARK SHOULD HOST A SPECIAL EVENT ANNUALLY	1	2.9
10) KEEP PARK BEACHES CLEAN	1	2.9
11) BUILD SKIING FACILITY IN PARKS	1	2.9
12) ESTABLISH A LOCATION WHERE OPERATORS CAN LEAVE LITERATURE	1	2.9
13) STAY OPEN LATER IN THE FALL	1	2.9
14) HOST MUSIC FESTIVALS IN SELECTED PARKS	1	2.9
15) HAVE HISTORICAL LECTURES	1	2.9
16) PROVIDE AN ACTIVITY BASE FOR OPERATORS IN AREA	1	2.9
17) BUILD MORE OUTDOOR SPORTS FACILITIES	1	2.9
18) BUILD MORE INDOOR SPORT FACILITIES	1	2.9
19) ADVERTISE LOCAL RESTAURANTS	1	2.9
20) PARKS SHOULD STRESS NATURAL AREAS	1	2.9
21) PROVIDE MORE RECREATION FOR KIDS	1	2.9
TOTAL	34	100.0

VII. GOODNESS GRACIOUS PROGRAM

1. HAVE YOU HEARD OF THE GOODNESS GRACIOUS PROGRAM?

BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	4	3	6	5	4	1	3	14	7	47	36
2) NO	13	1	5	8	3	5	4	34	12	85	64
TOTAL	17	4	11	13	7	6	7	48	19	132	100

2. WHAT WAS THE PURPOSE OF THE GOODNESS GRACIOUS PROGRAM?

RESPONSE	#	%
1) TO PROMOTE COURTESY & HOSPITALITY	14	31.1
2) TO PROVIDE INFORMATION ON TOURISM	10	22.2
3) TO PRODUCE BETTER QUALITY SERVICE	5	11.1
4) TO TRAIN STAFF IN THEIR JOBS	4	8.9
5) TO INFORM STAFF OF FACILITIES AVAILABLE ON P.E.I.?	4	8.9
6) PROMOTE FRIENDLINESS & ISLAND CHARM	2	4.4
7) TRAIN STAFF ON PUBLIC REACTIONS	2	4.4
8) ENCOURAGE STAFF TO ASSIST VISITORS	2	4.4
9) MOTIVATE EMPLOYEES	1	2.2
10) DEMONSTRATE THE IMPORTANCE OF TOURISM	1	2.2
TOTAL	45	100.0

3. DID YOU PARTICIPATE IN THE GOODNESS GRACIOUS PROGRAM?

A) BY REGION	WEST PRINCE	EVANG- ELINE	S'SIDE	KENSING- TON	CAVEN- DISH	SOUTH SHORE	CHARLOT- TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	4	1	2	5	3	1	3	7	6	32	41
2) NO	7	2	5	7	0	5	1	17	3	47	59
TOTAL	11	3	7	12	3	6	4	24	9	79	100

B) BY ESTABLISHMENT	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	8	1	2	1	2	4	6	1	5	30	40
2) NO	7	7	7	0	1	1	7	8	8	46	60
TOTAL	15	8	9	1	3	5	13	9	13	76	100

4. WHY DID YOU PARTICIPATE IN THE GOODNESS GRACIOUS PROGRAM?

RESPONSE	#	%
1) DESIRED ADVICE ON HOW TO BETTER SERVE CUSTOMERS	7	36.8
2) FEEL THE PROGRAM IS BENEFICIAL TO STAFF & BUSINESS	4	21.1
3) ALWAYS INTERESTED IN UPGRADING	2	10.5
4) IT IS AN EXCELLENT PROGRAM	2	10.5
5) WE MAKE USE OF ALL AVAILABLE PROGRAMS	1	5.3
6) IT WAS PART OF PARKS TRAINING PROGRAM	1	5.3
7) ALWAYS OPEN TO NEW IDEAS	1	5.3
8) PROGRAM SHOULD INDIRECTLY INCREASE VISITATION	1	5.3
TOTAL	19	100.0

5. WERE YOU PLEASED WITH THE QUALITY OF THE GOODNESS GRACIOUS PROGRAM?

A) BY REGION

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	3	1	3	6	3	1	3	6	6	32	91
2) NO	0	0	1	0	0	0	0	2	0	3	9
TOTAL	3	1	4	6	3	1	3	8	6	35	100

B) BY ESTABLISHMENT

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRYKFAST	TOTAL	%
1) YES	9	2	2	-	2	3	6	1	6	31	91
2) NO	1	1	0	-	0	0	1	0	0	3	9
TOTAL	10	3	2	-	2	3	7	1	6	34	100

6. WHY WERE YOU PLEASED WITH THE QUALITY OF THE PROGRAM?

RESPONSE	#	%
1) IT WAS WELL PRESENTED	4	26.7
2) PROGRAM STAFF WERE PROFESSIONAL, HELPFUL	4	26.7
3) MADE STAFF AWARE OF IMPORTANCE OF VISITOR SATISFACTION	2	13.3
4) REINFORCED IMPORTANT ASPECTS OF SERVICE TO THE PUBLIC	1	6.7
5) MADE US MORE AWARE OF ALL AREAS OF P.E.I.	1	6.7
6) MORE AWARE OF TOURISTS NEEDS & FEELINGS	1	6.7
7) PROGRAM COVERED ALL PERTINENT TOPICS	1	6.7
8) PROGRAM INTERESTING & USEFUL	1	6.7
TOTAL	15	100.0

7. WHY WERE YOU NOT PLEASED WITH THE QUALITY OF THE PROGRAM?

RESPONSE	#	%
1) TOO GENERAL, BETTER TRAINERS REQUIRED	2	66.7
2) WAS NOT THE PROGRAM WE NEEDED	1	33.3
TOTAL	3	100.0

8. DO YOU FEEL THE GOODNESS GRACIOUS COURSE COULD BE IMPROVED?

A. BY REGION

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	0	2	2	2	1	1	1	6	3	18	69
2) NO	2	0	0	2	0	0	1	2	1	8	31
TOTAL	2	2	2	4	1	1	2	8	4	26	100

B. BY ESTABLISHMENT

RESPONSE	MOTELS/RESORTS	CABIN/COTTAGES	TOURIST HOMES	INN/LODGE	CAMP-GROUND	ATTRACT-IONS	RESTAUR-ANTS	CRAFT SHOPS	BED & BRKFST	TOTAL	%
1) YES	7	1	0	-	0	3	3	1	3	18	69
2) NO	1	1	1	-	1	0	1	1	2	8	31
TOTAL	8	2	1	-	1	3	4	2	5	26	100

9. HOW CAN THE GOODNESS GRACIOUS PROGRAM BE IMPROVED?

RESPONSE	#	%
1) STAFF REQUIRE MORE TRAINING	4	23.5
2) COURSES SHOULD BE LONGER	2	11.8
3) TOO GENERAL, MORE INDEPTH TOPICS	2	11.8
4) ADJUST COURSE TO NEEDS IN DIFFERENT AREAS	2	11.8
5) TRAINERS SHOULD TEACH FRONT DESK, WAITRESS, ETC	2	11.8
6) MORE PUBLICITY ABOUT PROGRAM	1	5.9
7) HAVE COURSES IN LATE FALL & EARLY SPRING	1	5.9
8) IMPROVE SPEAKING ABILITIES OF LEADERS	1	5.9
9) USE ROLE PLAYING TO GET POINT ACROSS	1	5.9
10) SHOULD BE MORE SPECIFIC TOPICS	1	5.9
TOTAL	17	100.0

10. WOULD YOU LIKE TO PARTICIPATE IN AN ADVANCED TRAINING PROGRAM?

BY REGION	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	8	2	4	3	1	1	2	15	8	44	44
2) NO	5	2	4	8	5	4	2	21	5	56	56
TOTAL	13	4	8	11	6	5	4	36	13	100	100

11. WHAT TYPE OF ADVANCED TRAINING DO YOU FEEL SHOULD BE OFFERED?

A) TRAIN THE TRAINER?	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS	TOTAL	%
1) YES	5	0	3	3	0	0	3	15	7	36	38
2) NO	8	4	5	9	6	5	2	16	4	59	62
TOTAL	13	4	8	12	6	5	5	31	11	95	100

B) SHORT ORDER COOK TRAINING?											
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	8	0	3	1	1	0	3	13	4	33	34
2) NO	6	4	5	11	5	5	2	18	7	63	66
TOTAL	14	4	8	12	6	5	5	31	11	96	100

C) COOK'S TRAINING?											
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	9	1	2	1	2	0	3	12	3	33	35
2) NO	4	3	6	11	4	5	2	19	8	62	65
TOTAL	13	4	8	12	6	5	5	31	11	95	100

D) CHEF'S TRAINING?										
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN KINGSTON	%
1) YES	6	1	0	1	1	0	1	9	3	23
2) NO	7	3	8	11	5	5	4	22	8	77
TOTAL	13	4	8	12	6	5	5	31	11	100

E) FRONT DESK TRAINING?											
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	4	1	4	5	1	0	1	13	7	36	38
2) NO	8	3	4	7	5	5	4	18	4	58	62
TOTAL	12	4	8	12	6	5	5	31	11	94	100

F) CHAMBER MAID TRAINING?											
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN-KINGS	TOTAL	%
1) YES	2	0	4	2	0	1	0	14	5	28	30
2) NO	10	4	4	10	6	4	4	17	6	65	70
TOTAL	12	4	8	12	6	5	4	31	11	93	100

G) BAR TRAINING?									
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS
1) YES	5	0	2	2	0	1	2	7	3
2) NO	7	4	6	10	6	4	3	24	8
TOTAL	12	4	8	12	6	5	5	31	11
									%
									TOTAL
									23
									77
									100
H) WINE TRAINING?									
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS
1) YES	7	1	2	2	0	0	2	9	3
2) NO	7	3	6	10	6	5	3	22	8
TOTAL	14	4	8	12	6	5	5	31	11
									%
									TOTAL
									26
									73
									100
I) WAITRESS TRAINING?									
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS
1) YES	7	1	2	2	0	0	2	9	3
2) NO	7	3	6	10	6	5	3	22	8
TOTAL	14	4	8	12	6	5	5	31	11
									%
									TOTAL
									26
									73
									100
J) FOOD MANAGER TRAINING?									
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS
1) YES	7	1	5	2	2	0	3	12	5
2) NO	6	3	4	10	4	5	2	19	6
TOTAL	13	4	9	12	6	5	5	31	11
									%
									TOTAL
									37
									59
									100
K) BEVERAGE MANAGER TRAINING?									
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS
1) YES	9	1	3	2	0	0	3	11	5
2) NO	5	3	6	10	6	5	2	20	6
TOTAL	14	4	9	12	6	5	5	31	11
									%
									TOTAL
									34
									63
									100
L) BEVERAGE MANAGER TRAINING?									
RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSING-TON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE. KINGS	EASTERN KINGS
1) YES	4	1	2	2	0	0	2	9	3
2) NO	8	3	6	10	6	5	3	22	8
TOTAL	12	4	8	12	6	5	5	31	11
									%
									TOTAL
									23
									75
									100

L) FOOD & BEVERAGE MANAGER TRAINING?

RESPONSE	WEST PRINCE	EVANG-ELINE	S'SIDE	KENSINGTON	CAVEN-DISH	SOUTH SHORE	CHARLOT-TETOWN	SOUTHE-KINGS	EASTERN KINGS	TOTAL	%
1) YES	6	1	3	2	0	0	3	9	3	27	28
2) NO	7	2	6	10	6	5	2	22	8	69	72
TOTAL	13	4	9	12	6	5	5	31	11	96	100

M) TRAIN THE TRAINER?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFAS	TOTAL	%
1) YES	7	3	2	1	0	1	12	7	2	34	37
2) NO	12	7	3	0	4	3	10	9	10	59	63
TOTAL	19	10	5	1	4	4	22	16	12	93	100

N) SHORT ORDER COOK TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFAS	TOTAL	%
1) YES	9	1	2	1	0	1	14	4	0	32	34
2) NO	10	2	4	0	4	3	8	12	12	62	66
TOTAL	19	10	6	1	4	4	22	16	12	94	100

O) COOK'S TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFAS	TOTAL	%
1) YES	10	1	1	1	0	1	13	3	2	32	34
2) NO	9	2	4	0	4	3	9	13	10	61	66
TOTAL	19	10	5	1	4	4	22	16	12	93	100

P) CHEF'S TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFAS	TOTAL	%
1) YES	6	1	1	0	0	1	8	3	1	21	23
2) NO	13	2	4	1	4	3	14	13	11	72	77
TOTAL	19	10	5	1	4	4	22	16	12	93	100

Q) FRONT DESK TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	12	2	2	0	0	2	7	6	4	35	38
2) NO	7	8	3	1	4	2	14	10	8	57	62
TOTAL	19	10	5	1	4	4	21	16	12	92	100

R) CHAMBER MAID TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	10	2	2	0	0	1	2	6	4	27	30
2) NO	9	8	3	1	4	3	18	10	8	64	70
TOTAL	19	10	5	1	4	4	20	16	12	91	100

S) BAR TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	6	1	0	1	0	1	9	3	1	22	24
2) NO	13	9	5	0	4	3	12	13	11	70	76
TOTAL	19	10	5	1	4	4	21	16	12	92	100

T) WINES TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	7	1	1	1	0	1	10	3	2	26	28
2) NO	12	9	5	0	4	3	12	13	10	68	72
TOTAL	19	10	6	1	4	4	22	16	12	94	100

U) WAITER/WAITRESS TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	9	1	1	1	0	1	14	6	3	36	38
2) NO	10	9	4	0	4	3	9	10	9	58	62
TOTAL	19	10	5	1	4	4	23	16	12	94	100

V) FOOD MANAGER TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	8	1	2	1	0	1	14	4	3	34	36
2) NO	11	2	4	0	4	3	9	12	2	61	64
TOTAL	19	10	6	1	4	4	23	16	12	95	100

W) BEVERAGE MANAGER TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	7	1	1	1	0	1	8	3	1	23	25
2) NO	12	2	4	0	4	3	13	13	11	69	75
TOTAL	19	10	5	1	4	4	21	16	12	92	100

X) FOOD & BEVERAGE MANAGER TRAINING?

RESPONSE	MOTELS/ RESORTS	CABIN/ COTTAGES	TOURIST HOMES	INN/ LODGE	CAMP- GROUND	ATTRACT -IONS	RESTAUR -ANTS	CRAFT SHOPS	BED & BRKFEST	TOTAL	%
1) YES	7	1	1	1	0	1	12	3	1	27	29
2) NO	12	2	4	0	4	3	11	13	11	67	71
TOTAL	19	10	5	1	4	4	23	16	12	94	100

Appendix I

METHODOLOGY

1988 OPERATORS SURVEY

Introduction

The 1988 tourist operators' survey was conducted between May 1, 1988 and June 2, 1988. Three interviewers, one in each county of the province, were responsible for the completion of questionnaires by 160 Island tourism operators.

Preparation

The supervisor tested the survey questions on a number of operators. The interviewers were then trained on survey techniques, question interpretation, coding and sample selection. After this, sample interviews were conducted under supervision. The actual survey was then carried out.

Population Studied

In order to ensure that all establishment types were included in the survey, interviewers selected a specific number of each kind from the 1988 Visitors Guide. These operations were marked on a P.E.I. map to make certain that a good cross section of each county was included. Unfortunately, the sample of respondents is weighted heavily in favour of rural operators. Readers should consider this when forming conclusions about the results.

An appointment was made with each of the operators by telephone. Because of the length of the questionnaire, it was usually left with the individual for completion. The interviewer later returned to the establishment and explained any areas not fully understood. The surveys were then coded at the Department of Tourism and Parks.